

RooCruit

Wellington / Paarl, South Africa

SUZANNE

Marketing & Sales Manager

PROFESSIONAL SUMMARY

Results-driven Sales & Marketing Specialist with over 20 years of experience driving revenue growth, enhancing brand visibility, and fostering strong client relationships. Proven track record in identifying high-income demographics and repositioning offerings to achieve exponential growth, including a 1,000% increase in revenue in a previous leadership role. Skilled in strategic budget development, consultative selling, and managing multi-faceted business operations across hospitality and pharmaceutical sectors.

KEY SKILLS

- **Sales:** Consultative & solution-based selling, lead generation, and value-driven negotiation.
- **Marketing:** Content marketing, digital strategy, brand positioning, and campaign management.
- **Business Development:** Market opportunity identification, competitor analysis, and partnership building.
- **Operations:** Strategic planning, budget development, pricing structures, and team leadership.
- **Interpersonal:** Client relationship management, engaging presentations, and conflict resolution.
- **Industry Expertise:** Hospitality, Tourism, Events, and Pharmaceutical Sales.

PROFESSIONAL EXPERIENCE

Marketing & Sales Manager

2022 - Present

Premium Wedding, Event & Hospitality Venue

- Developed and implemented growth strategies that led to a 1,000% increase in client acquisition and revenue.

- Acted as primary contact and hostess, building lasting trust relationships and ensuring excellent first impressions.
- Identified and targeted higher-income demographics, successfully repositioning offerings to ensure sustained business growth.
- Managed end-to-end business operations including weddings, large-scale conferences, festivals, and on-site hospitality (B&B and Restaurant).
- Oversaw specialized production and sales divisions, expanding the events department into a highly thriving business unit.

Freelance Marketing & Advertising Consultant**2019 - 2022***Specialist Advertising & Design Consultancy*

- Provided strategic marketing and design solutions for diverse corporate clients.
- Developed and executed multi-channel advertising campaigns to enhance brand visibility.

Advertising Campaign Agent**2010 - Present***Luxury Wildlife Residential Estate*

- Developed and implemented a high-impact strategy that significantly increased the development's national market presence.

Pharmaceutical Representative**2006 - 2018***Global Pharmaceutical Corporations*

- Consistently exceeded sales targets and expanded territory market share.
- Built strong medical professional relationships through expert product knowledge and consultative service.

Educational Workshop & Event Coordinator**2004 - 2005***Non-Profit Educational Organization*

- Organized, marketed, and hosted large-scale educational seminars and hands-on workshops.

Owner & Marketing Director**2002 - 2004***Boutique Marketing & Advertising Agency*

- Managed a portfolio of clients across Property, Tourism, and Hospitality industries.
- Developed and implemented comprehensive above-and-below-the-line advertising campaigns.

EDUCATION

Honors in Ministry and Counselling

Dayspring International University (2009 - 2011)

Diploma in Fine Arts & Design

Durban University of Technology (1990 - 1993)

LANGUAGES

English: Fluent

Afrikaans: Native